

New areas for the use of RECORD-A-PUNCH are being constantly revealed.

For example:

SALES

Carried separately or built into a sample case, RECORD-A-PUNCH saves the salesman's time, speeds order processing, expedites delivery.

INVENTORY

For local or absentee management, RECORD-A-PUNCH makes overnight status reports practicable.

ACCOUNTING

Transaction records are permanent, ready for instant analysis.

WANT BOOKS

The want book becomes the order form. No copying, no delay in shipping.

EDUCATION

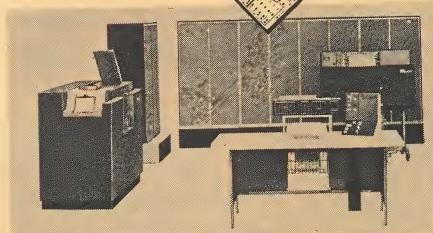
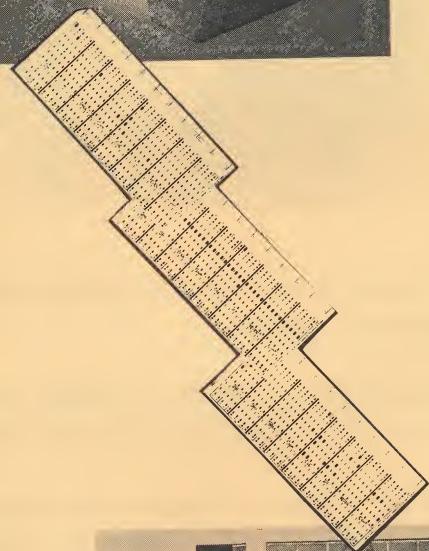
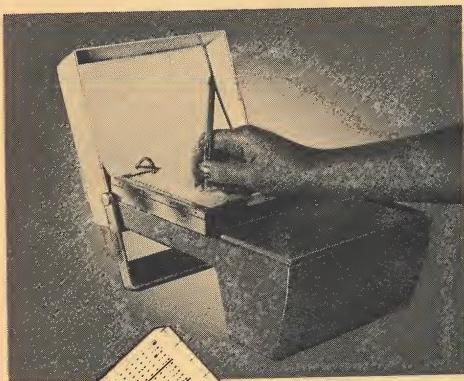
For multiple-choice tests, for student records and schedules or as a teaching machine, RECORD-A-PUNCH is superlative.

VOTING

Wherever security, simplicity and speed of voting and earliest possible counts are needed, RECORD-A-PUNCH is the voting device to choose.

record-a-punch®
Patents Pending

..... Instant Recording



..... Fastest Reporting

MARKETSCOPE
INCORPORATED
SYSTEMS DIVISION

19 West Forty Fourth Street, New York, N.Y. 10036

(212)-867-7100

Printed in U.S.A.

record-a-punch®

. . . speeds reporting



Enters data directly into punch cards,
anywhere, anytime.

RECORD-A-PUNCH is **so light**, anyone can carry and use it all day long.

It is so simple, it requires no training of operators. It is not electrical, needs no plugging-in or batteries.

RECORD-A-PUNCH directs its user to the right position of each column of the punch card, step by step. It can completely eliminate office coding and key-punching. It records information in a form ready for processing.

By eliminating the steps of **first writing, then coding, then keypunching**, RECORD-A-PUNCH speeds information from the source to the computer.

ELIMINATES COPYING

SAVES TIME

CUTS COSTS

IMPROVES ACCURACY

INCREASES EFFICIENCY

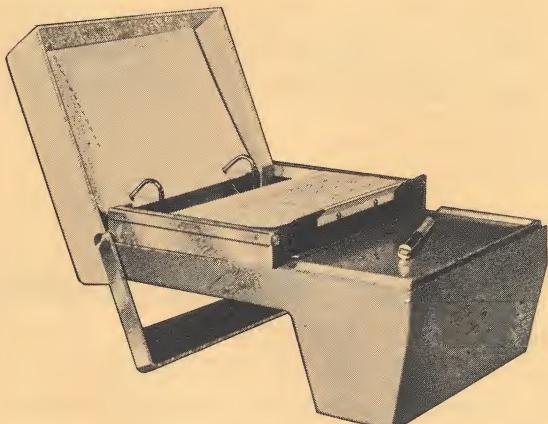
wherever, whenever data is to be gathered and transmitted for immediate processing.

SPECIFICATIONS

Weight	30 ounces	21bs 13oz
Length	13 inches	
Width	8½ inches	
Depth	5 inches	

MASTER (PROGRAM) CARDS

Length	7 3/16 inches
Width	5 5/64 inches



MARKETSCOPE

INCORPORATED

ARNOLD J. SNYDER
EXECUTIVE VICE PRESIDENT
SYSTEMS DIVISION

NINETEEN WEST FORTY-FOURTH STREET
NEW YORK, NEW YORK 10036
212-867-7100

April 21, 1966

Mr. J. Nelson
Systems Consultant
Box 1546
Poughkeepsie, New York

Dear Mr. Nelson:

Thank you for your recent inquiry concerning Record-A-Punch.

Record-A-Punch is the first data gathering device to incorporate the basic principle of programming -- communication between machine and man.

Your data gathering requirements are pre-listed on program cards. The program cards (used one at a time) overlay a pre-scored tabulating card which is positioned on a specially designed platen. The operator, using a unique manual punch, enters data through the program card directly into the pre-scored tabulating card. By a simple movement, the program card is released and another program card can be placed over the tabulating card.

The operator is actually guided by the program card to punch the desired information exactly where you want it on a tabulating card. Information, heretofore recorded in written form, prepared for keypunching by coding and then keypunched is now in a form ready for immediate processing.

Record-A-Punch provides storage space for 200 pre-scored tabulating cards and 80 readily interchangeable program cards.

Each unit will be equipped with one manual punch. Additional punches and program cards will be obtainable on short notice.

Orders for Record-A-Punch are now being accepted. We are in production and at the present time can promise delivery within 90 days from receipt of order. The price per unit ranges from \$86 to \$149, depending upon quantity ordered.

If we can be of further assistance to you, please don't hesitate to contact us.

Very truly yours,

A handwritten signature in black ink, appearing to read "Arnold J. Snyder".

AJS:cft
Enclosures (2)